



## 22 Enter the Business Plan Contest

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(Rock County, WI) – Twenty-two (22) existing small businesses and/or emerging entrepreneurial interests have qualified for the *Accelerate Your Business* Plan contest. These contestants represent a diverse range of industry segments, as well as geography. The winner of the Contest will receive a prize package, which includes cash and in-kind business services, valued up to \$25,000.

“While labeled as a Business Plan Contest, this initiative is an opportunity to match-up available resources with emerging needs. We’re extremely grateful for the overwhelming level of support associated with this Contest and we look forward to nurturing these 22 contestants over the course of the upcoming months,” said Rock County 5.0 Co-Chair Mary Willmer-Sheedy.

Rock County 5.0 Co-Chair Diane Hendricks noted, “The experiences and lessons learned through this Contest will be exponential. Everyone engaged in this Contest, regardless of whether they are awarded the prize package, will benefit. We look forward to these contestants advancing their ideas and contributing toward strengthening Rock County’s overall economy.”

The *Accelerate Your Business* Plan Contest involves a series of structured workshops and one-on-one mentoring sessions. The second of five workshops, entitled ‘Conducting A Market Analysis’, was held today at BTC’s Central Campus. The workshops are open to the public and there is no fee to attend. For additional Contest information, visit the “Business Resources” section online at [www.rockcountyalliance.com](http://www.rockcountyalliance.com).

In addition to Rock County 5.0, twelve area businesses have pledged support – including Murphy Desmond, S.C. the Contest’s Title Sponsor. Meanwhile, numerous individuals and businesses are providing Contest mentoring and/or judging panel services.

Rock County 5.0 is a five-year public / private economic development initiative designed to reposition and revitalize Rock County’s economy. The initiative’s efforts are focused on the following five economic development strategies: Business Retention & Expansion, Business & Investment Attraction, Small Business & Entrepreneurship, Real Estate Positioning and Workforce Profiling.

For additional Rock County 5.0 information, visit [www.rockcounty5.com](http://www.rockcounty5.com).

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